

COMMITTEE OF THE WHOLE – DECEMBER 11, 2006

SIGN VARIANCE APPLICATION

FILE NO: SV.06-026

OWNER: N.H.D. DEVELOPMENTS LTD.

**LOCATION: 3310 LANGSTAFF ROAD, UNIT A
BLOCK 11, REGISTERED PLAN 65M-2745**

Recommendation

That Sign Variance Application SV.06-026, N.H.D. Developments Ltd., be REFUSED.

Economic Impact

None.

Purpose

Request to install a pylon sign having an Electronic Message Display of 42% or a maximum 3.7 sqm located along the south side of the property as shown on the attached drawings.

Background - Analysis and Options

By-Law Requirements (203-92, as amended)

- 8.1 (b) " A Ground Sign may contain an Electronic Message Display as defined in Section 2 provided;
- i) The area of the Electronic Message Display is limited to a maximum of 25% of the sign area."

Relationship to Vaughan Vision 2007

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Conclusion

The applicant is proposing having an area not to exceed 42% of the area of the proposed pylon sign (Approx. 3.7 sqm.) whereas the Sign By-law permits up to a maximum of 25%.

Members of the Sign Variance Committee do not support the application as submitted.

Committee members are of the opinion that due to the nature of the electronic signs with their constantly changing messages, the maximum 25% limitation placed on the Electronic Message Display portion of the ground sign should be maintained.

If Council finds merit in the application, a Sign Permit issued by the Building Standards Department is required prior to construction.

Attachments

1. Site Plan
2. Sketch of Sign

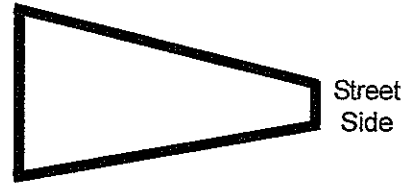
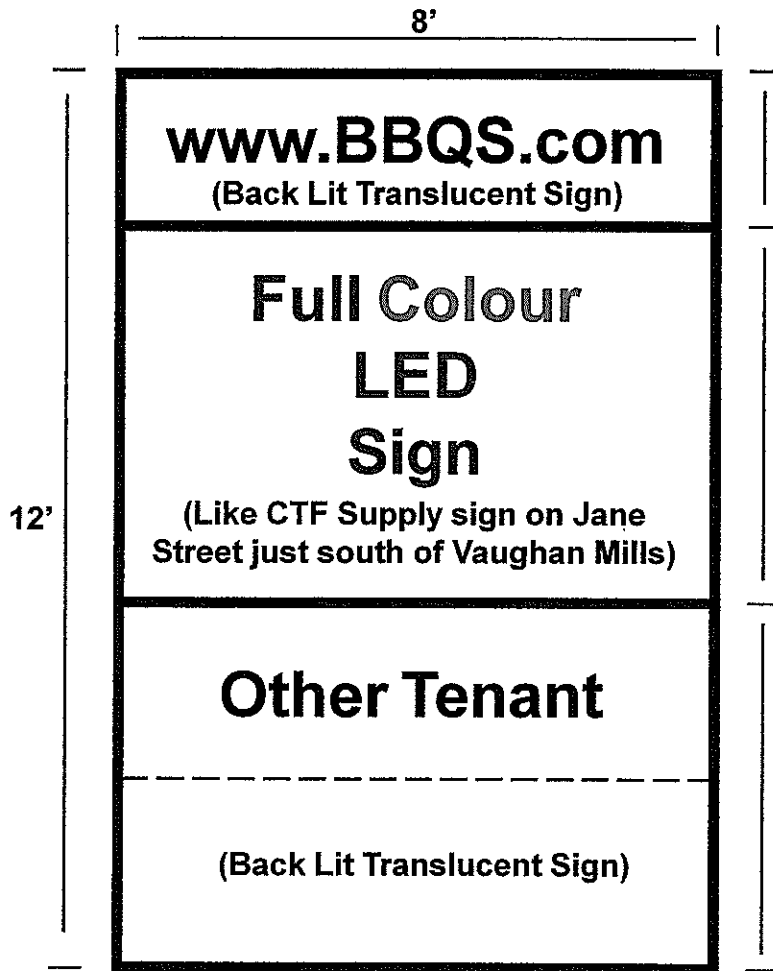
Report prepared by:

John Studdy, Manager of Customer & Administrative Services Ext 8232

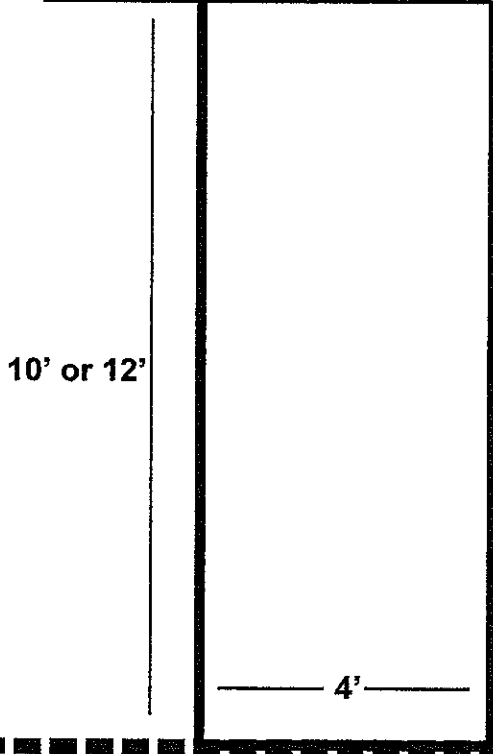
Respectfully submitted,

John Studdy
Chair, Sign Variance Committee

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Top View
 Note - Angled toward street
 - Approx' 15 degrees



Total Square Footage = 96 Sq Ft
 Both Sides = 192 Sq Ft

Total Square Metres = 8.918 Sq M
 Both Sides = 17.837 Sq M

Maximum Height = 22' or 24'
 (6.706 m or 7.315 m)